

Library Services & Technology Act

Michigan Report for 2012

*Nancy R. Robertson, State Librarian
Karren Reish, LSTA Coordinator & Editor*



Information Partners for the 21st Century



May 2013

Dear Members of Congress,

Michigan's businesses, libraries, schools and residents are changing to meet the demands of the 21st century economy. Michigan's residents need appropriate skills, both on the job and in their personal lives. The library is a center in each community, rural and urban, that assists people to gain these skills in all arenas. Libraries are collaborating daily with each other and with businesses and agencies to address these needs. As the Michigan eLibrary celebrates its 21st year, federal Library Services & Technology Act (LSTA) funds continue to be an integral part of this partnership.

The Library of Michigan and the public, school and academic libraries we work with are focused on lifelong services to residents, but also on college and career readiness of our youth and the development of reading skills in our children. Michigan libraries use many techniques and resources to aid individuals with learning and innovation skills; information, media and technology skills; and life and career skills. Additionally, communities need 21st Century skills such as global awareness; financial, economic, business and entrepreneurial literacy; civic literacy; health literacy; and environmental literacy. Libraries excel in encouraging these interests in young and old alike and collaborate to help develop skills in these areas using materials and programs funded by federal LSTA dollars.

Your support for Michigan's communities through the funding and reauthorization of the federal Museum and Library Services Act has provided a base level of service to residents in lean times and is now the foundation of successful programs that now receive significant state funds too. All of Michigan's residents benefit from these services and resources. Our future will require more and evolving skills and these accessible resources have become essential. Thank you for your continued support as these quality materials and services bring Michigan students, businesses and residents into a brighter future.

Respectfully,

A handwritten signature in black ink, reading "Nancy R. Robertson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Nancy R. Robertson
State Librarian of Michigan

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LIBRARY OF MICHIGAN'S MISSION

The Michigan Legislature created The Library of Michigan to guarantee the people of this State and their government one perpetual institution to collect and preserve Michigan publications, conduct reference and research, and support libraries statewide.

2012 LSTA Overview

The Library of Michigan supports all Michigan communities and residents through the use of federal funds. The programs and resources supported with federal funds fulfill the Library of Michigan's mission and the federal LSTA goals. Michigan is beginning a slow economic recovery, but local municipalities and institutions continue to have structural budget issues. Michigan's LSTA program focuses on statewide services to provide access to information, assistance, and training throughout the state so all have access to quality resources. This focus put a premium on giving all Michigan residents access, regardless of geographic area, age, or information need. In order to reach the widest group of people possible, the statewide projects are designed to be worthwhile and available to individuals, public library users, K-12 students and teachers, higher education students and faculty, government officials and businesses. All benefit from LSTA funding.

In 2012, Michigan's \$4,676,712 in LSTA funding supported resources for public, academic, K-12 and special libraries and the public. The majority of LSTA funds coming to Michigan supported the Michigan eLibrary "MeL" (<http://mel.org>), which includes:

- Licensed databases with published information ranging from general topics to specialized research;
- K-12 and higher education test preparation; occupational testing and training;
- Subject area portals with recommended resources, such as Jobs and Business;
- "Michigana," a collection of digitized Michigan history primary source material;
- "M.O.R.E.," Michigan Online Resources for Educators;
- MeLCat, a statewide catalog and patron-initiated interlibrary loan service.

Other statewide services included summer reading programming; the Michigan Reads! early literacy program; continuing education for librarians through workshops and training; web site training and hosting for small and rural libraries; and training and assistance with E-rate funding applications.

These projects continue to sustain wide-ranging access to residents and significant cost savings for both local and educational institutions and individuals. The collaborative nature of the projects and the cost savings of MeL allow the Library of Michigan and libraries throughout the state to provide a wealth of quality online materials and shared print materials to all Michigan residents for a minimal cost.

2012 KEY FACTS ABOUT LSTA IN MICHIGAN

- ❖ Michigan residents can use online Michigan eLibrary (MeL.org) materials from home, work, a library or wherever they have access to the Internet 24/7.
- ❖ Michigan residents borrowed 998,312 books, CDs, DVDs, audiobooks, etc. through MeLCat. Each of these is an item that their library did not have to buy, for a savings of nearly \$35 million dollars.
- ❖ Job seekers and those practicing for educational and occupational tests took 113,567 tests and 27,542 courses in LearningExpress at no cost to them.
- ❖ People in Michigan searched MeL databases over 38.9 million times.
- ❖ After those searches, people downloaded 16.7 million articles and documents, which is equivalent to 1.7 items for every single person in Michigan.
- ❖ Statewide database contracts saved Michigan libraries and residents over approximately \$78 million dollars or 21 times what the Library of Michigan pays for statewide coverage.
- ❖ 416 libraries are MeLCat members; including public, academic, school and special libraries, saving time and money, yet providing more materials to their patrons.
- ❖ Funding for E-rate training helped libraries to get \$2,887,785 in discounts for telecommunications costs, providing more and faster access to the Internet to their communities.
- ❖ Michigan Online Resources for Educators (M.O.R.E.) now has nearly 60,000 educational web sites that include videos, lesson plans, etc. Many are aligned to state and national curriculum standards for use by public and private teachers and home schoolers.

MICHIGAN LSTA PROGRAM GOALS

The *LSTA Five-Year Plan for Michigan, October 2007 through September 2012* addressed the needs of Michigan residents for information and library services through three goals. These goals were determined through an evaluation of the previous Five-Year Plan and community needs assessments, which included input from residents and libraries from rural and urban areas across the state.

A specific focus of the goals was to bring services directly to residents by assisting local libraries in communities across the state.

Goal I: Equity of Access

Increase equity of information access and library resources by providing basic statewide access to information and resources and special assistance to libraries in underserved rural and urban communities, and to libraries that are working to provide service to persons having difficulty using a library.

Goal II: Equity of Service

Increase equity of service to Michigan residents by providing professional development resources and opportunities to libraries throughout the state to improve public services, programming and outreach, especially to underserved rural and urban populations.

Goal III: Equity in Innovation

Foster new, innovative services and programs by funding scalable pilot projects for use by libraries statewide to meet and anticipate Michigan residents' constantly changing needs for library services and information.

Proposed programs and measures for outputs and outcomes for each goal are listed in the Five-Year Plan at www.michigan.gov/lsta.

These goals reflected the needs of Michigan residents and libraries as well as the goals of the LSTA legislation in 2007. While the plan programs were updated through the five year time span, in 2012 the Five-Year Plan was complete.

A new Five-Year Plan, also at www.michigan.gov/lsta, is now in place after a year of evaluation, outreach and discussion with library and community stakeholders. The Five-Year Plan for 2012-2017 is a part of how the Michigan library community will continue to provide appropriate, quality services and programs to our patrons through 2017.

STATEWIDE PROJECTS - Serving All of Michigan's Residents

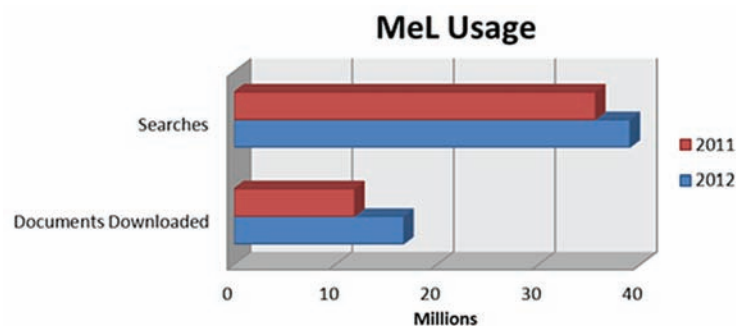
MeL – the Michigan eLibrary

Mission: Michigan's virtual library, MeL, gives Michigan residents the information they need, when they need it, where they need it, and in the format they desire.

The Michigan eLibrary ("MeL," at mel.org) is Michigan's statewide virtual library, an essential tool for Michigan's residents. Through statewide subscriptions, MeL provides comprehensive topical information ranging from auto repair to zoos. Resources are available 24/7 and include full-text articles, ebooks, car repair manuals, K-16 academic and occupational practice exams that can track and score an individual's performance, job seekers courses, K-12 curriculum materials, digital history collections, free Michigan-focused Internet resources, and a variety of other quality commercially published databases.

Job seekers, entrepreneurs and business owners, workers seeking retraining, college, high school and elementary school students, parents, home schoolers, educators, and lifelong learners all use these collections to find what they need to succeed, to learn, and to improve their lives. The resources include elementary, secondary, college and professional level research; general information on health and social issues; local history and genealogy; and access to articles and books available in Michigan libraries.

MeL is a vital part of library services to students and other residents and a great return on investment. In 2012, people used the databases over 38.9 million times with approximately four searches and one and half articles for every single person in Michigan. A MeL Study funded by LSTA in 2010 showed 20% of Michigan residents knew about MeL and 80% of those used it at home and at work.



MeL databases cost \$3,236,287 in 2012. If libraries had purchased these subscriptions individually, the cost would have been approximately \$78 million, 21 times what the Library of Michigan pays for statewide coverage. Looked at another way, if Michigan residents had paid for each article they downloaded in 2012, they would have paid approximately \$200 million. MeL also saves libraries the time and staff necessary to negotiate with vendors and maintain the service.

MeL Components:

MeL Databases – Hundreds of thousands of subscription magazine and newspaper articles, reference book articles, art images, historical documents and images, curriculum materials and other full-text materials. Content ranges from the K-12 level to professional and research levels in science, medicine, education, technology, humanities, arts, social sciences, law and genealogy. Spanish language materials are available, especially for K-12 students.

MeLCat – An innovative statewide library catalog and resource-sharing network. Users can search the catalog from www.MeL.org or directly from their participating local library catalog. Michigan residents are using MeLCat to easily identify and request convenient, quick and free delivery of materials from other participating Michigan libraries to their own library for pick up.

MeL Michigana – Digitized local historical resources from Michigan libraries, including family papers, photographs, diaries, obituaries, newspapers, maps, archives and other local documents and commercial history resources. These materials illustrate Michigan's past and place in American history through primary sources on towns, counties, and individuals and topics such as the Civil War and the automotive, shipping and lumbering industries.

MeL eBooks – A collection of over 24,000 non-fiction and reference electronic books for academics and professionals. Topics include science, computers, business, education and humanities among others.

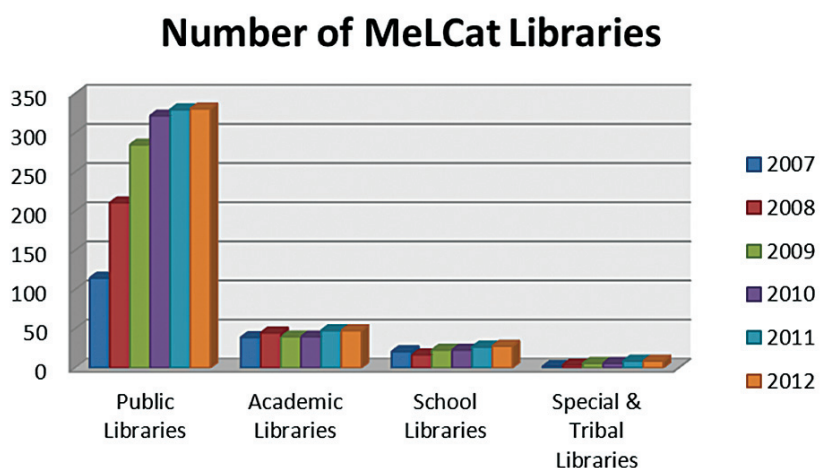
MeL Gateways – A balanced collection of quality Internet sites selected by librarians that are Michigan-related or particularly useful to Michigan residents.

MeL Tests, Tutorials & Workforce Development – A comprehensive, interactive online learning platform of occupational, licensing and academic practice tests and tutorials for K-16 and job seekers, from GED assistance to the GRE. The Job & Career Accelerator section covers a broad area of workforce skills building—from career planning and preparation, job search skills, to resume writing and interviewing skills.

Michigan Online Resources for Educators (M.O.R.E.) – A portal to tens of thousands of quality educational materials that are web-based and aligned with the state's current curriculum standards and the national Common Core state standards. This portal helps K-12 teachers and homeschoolers find the right materials for their students quickly and easily, allowing them to focus their time on teaching.

MeLCat - the Michigan eLibrary catalog

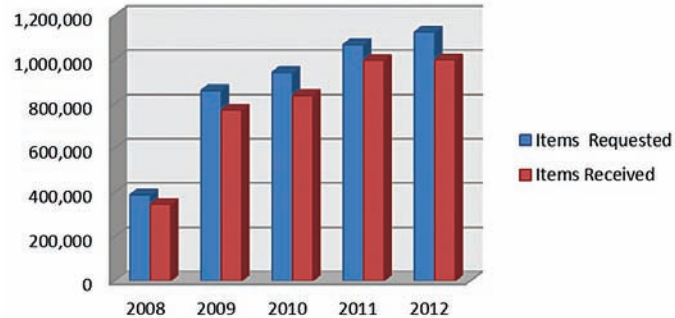
MeLCat is a virtual statewide library catalog and resource-sharing network. The network shared nearly one million items in 2012, continuing to be a successful, cost saving collaboration. Member libraries share both a catalog that library users can search and a commitment to sharing their collections. Library users can easily order materials from other libraries through their own library's online catalog. Books, DVDs and other materials are delivered via a fast statewide delivery service that is free to the library users. Through this service, local communities did not need to purchase nearly \$33,000,000 in needed resources.



In 2012, two libraries were added to the collaborative as we are shifting from adding large numbers of libraries to supporting the current members. As of September 30, 2012, 416 libraries were members, including 82% of public libraries in the state. MeLCat includes libraries from every area of the state, making it a true statewide service. In Michigan, public, school, academic and special libraries all participate in the statewide catalog and they do not have to convert to a common integrated library catalog system, saving both funds and staff time.

At the end of state fiscal year 2012, MeLCat was a combined library collection of 47.3 million items. Michigan residents are using the catalog to easily identify and request convenient, quick delivery of materials to their home library, to the tune of 998,312 items or nearly 3,000 items every day. The requested materials were delivered in three to five days and a significant number of the requests were delivered in one day at no charge to the user.

MeLCat Items Requested & Received



MeLCat is a true collaboration. Librarians throughout the state participate in planning committees and user groups. MeLCat is a voluntary program so the more than 80% of public libraries and more than 30% of academic libraries that participate speak to the value it has for diverse communities and users across the state.

The residents who request materials are students, educators, business professionals, rural and urban residents - all users with a participating library card have ready access from home, work or school to more sources than any individual library could own. In rural areas especially, the impact on library users has been striking.

LSTA funds support MeLCat catalog software, enhancements to the catalog, software to allow users to find full-text articles within the catalog, new member library training, and integration of new members' catalogs into MeLCat. LSTA funding has allowed Michigan's librarians to reach out and share their expertise and their collections with all Michigan residents.

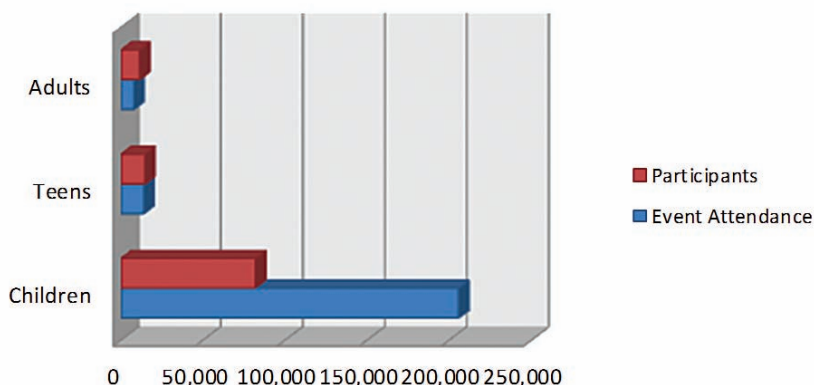


Childhood & Family Literacy Support... Summer Reading and Michigan Reads!

Summer Reading programs at public libraries use materials from the national Collaborative Summer Library Program (CSLP). LSTA funds the Library of Michigan's participation in CSLP. Membership in the collaborative allows the state library to provide high-quality, comprehensive summer reading manuals to all public libraries, saving the libraries both staff time and funds. These manuals include myriad literacy improvement activities and materials aimed at children, young adults and families reading together.

In studies, children who participate in summer reading maintain or increase their reading levels throughout the summer. This helps develop children's interest in reading outside of school, encouraging and motivating them to improve their reading skills. Michigan's participation in this program allows local library staff to focus on working with children and provides greater access to programming for children. Half of all Michigan public libraries sent in the following participation statistics.

2012 Summer Reading Participation



Michigan Reads! is the flagship statewide early literacy program for the Library of Michigan. This annual statewide one book program promotes the value and benefits of reading early and often to preschoolers and to encourage family bonding through reading.

The program includes a custom early literacy kit based on a new book each year, which is distributed to public and tribal libraries, public and private elementary schools, and Great Start and Head Start classrooms. The program also includes an author tour to public libraries and schools where the author talks to teachers and librarians and presents to children. LSTA funds helped support this program and brought an author event to over 2,000 children and programs based on the kit to over 580,000 children.

Training to Improve Services for Michigan Residents

Conferences & Workshops

The Library of Michigan uses LSTA funding to sponsor continuing education for librarians throughout the state. Libraries are able to improve and expand services available to Michigan residents by learning from expert presenters and colleagues. The continuing education program also allows public libraries, especially small and rural libraries, to receive their state certification, which is required for public libraries to receive state aid to public libraries funds.

Rural Libraries Conference

Rural Libraries Conference is a biennial event for small and rural libraries aimed at improving library services to residents in small towns and rural areas. The conference allows rural library staff the opportunity to learn vital skills on a range of service and technology topics focused on small libraries and share information with each other.

Workforce Development Workshops

This series of three workshops were designed to help public libraries effectively serve unemployed persons, job seekers, small business and other groups with job seeking, job training and small business research and development

Summer Reading Workshop

Summer Reading was a one day workshop that provided librarians with training, resources, and strategies to develop meaningful programming during the summer months that encourages reading.

Spring Institute Conference

Spring Institute was a two-day conference for youth librarians at public libraries and school librarians that focused on training, resources, and strategies to deliver high-quality youth services and programming to library patrons throughout Michigan.

Academic Libraries Day

Academic Libraries was a two-day conference for academic librarians on practical approaches for community outreach and best practices and deliverables for serving academic library patrons.

Print2Digital Workshop

Print2Digital was a one day workshop about the emerging trends in the digital resources available to public, school, and academic libraries with a focus on preparing for patron needs to access and utilize resources provided in the medium.

Fantastic Fiction

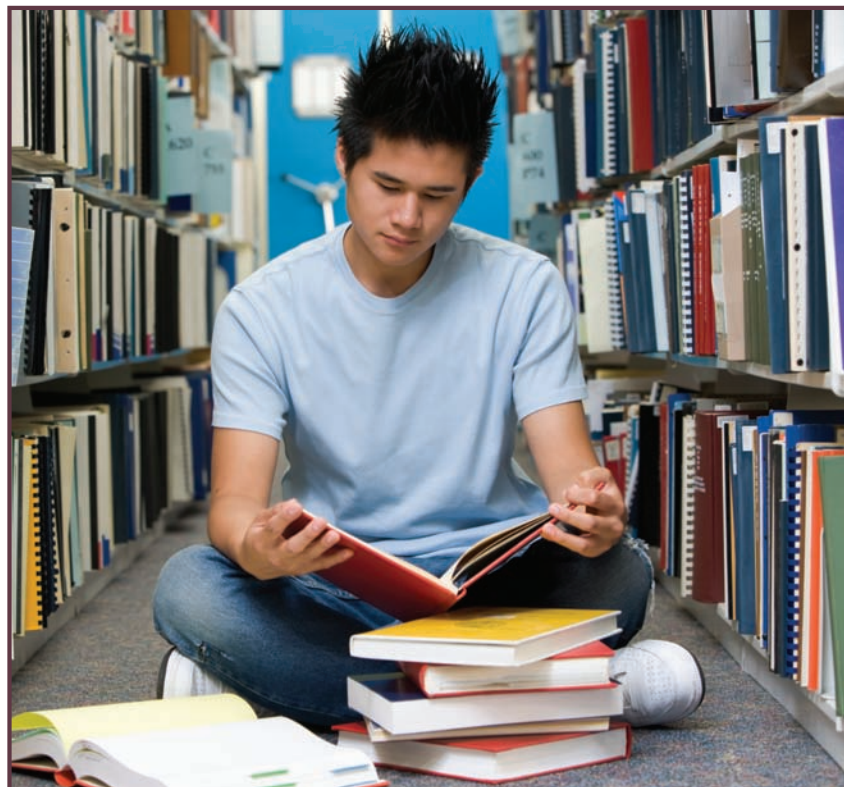
Fantastic Fiction was a one day workshop that raised awareness about trends in genre literature and target markets so that librarians are better prepared to assist patrons.

E-Rate Support & Training

The federal Universal Service Fund, also known as E-rate, is an important source of funding telecommunication and Internet access for public libraries. In 2012, the Library of Michigan funded training workshops and consultation services for public libraries. Michigan public libraries received discounts totaling \$2,887,785. Libraries used these funds to give access to local services and collections, while at the same time implementing needed broadband service for their community.

Continuing Education Fund

The Library of Michigan has a continuing education tuition reimbursement program. LSTA funds are used to support this project, which is designed to improve services to librarians across the state with whom Library of Michigan staff consults.



Support for Rural Communities... the Plinkit Collaborative

In order to continue to provide and improve access to Internet resources in rural areas, the Library of Michigan maintained its membership in the Plinkit Collaborative. Michigan joined the collaborative in 2009. Plinkit is a way to help small, rural libraries provide online information to their communities. The collaborative develops software for modern, robust library web sites that are simple and easy to update for small libraries unable to develop web sites on their own due to staff knowledge or budgetary limitations. Within Michigan, the Library of Michigan trains librarians on how to use the software and provides hosting and programming development for web sites for participating libraries. As of September 30, 2012, 117 communities have robust library web sites, giving rural residents access to MeL materials and to information on local services. Approximately 800,000 small town residents now have the same resources that residents in larger communities enjoy and those same residents used the sited over 732,000 times last year.

Evaluation... the Impact on Michigan Residents

In order to continue improving library services and ensure we are meeting the current needs of users, the Library of Michigan completed an evaluation of all LSTA funded projects in 2012. The evaluation included surveys of library staff from all library types and program users. It also included an analysis of the program management. The results of the surveys and analysis were positive and guided the required evaluation of the 2007-2012 Five-Year Plan for the State of Michigan. The information gathered formed the content of the new 2012-2017 Five-Year Plan. You can read the evaluation reports and the new Five-Year Plan at www.michigan.gov/lsta.

For questions or comments concerning this publication, please contact Karren Reish at 517-241-0021, or email reishk@michigan.gov.

Toll-free 1-877-479-0021

MICHIGAN RESIDENTS SPEAK...

We regularly receive comments about the importance of these programs to students, professionals, businesses, and teachers, among many others. The following are a selection from the last year.

"When teaching online literacy workshops to Oakland County employees, to small business professionals, or to students at Oakland Community College, I always recommend MeL.org for additional, reliable information sources. Not only are these helpful sources beyond the local library walls, they're accessible 24/7!"

"Thank you for having such a wonderful, educational site for us educators to use with our kids!!!!"

"A friend recommended some books for my daughter... I figured I could a) find them in the used bookstore or b) get them from the MSU library. No dice! Bookstore hadn't heard of them, MSU, OSU and other universities have them but are holding them "for library use only". Then I looked through the MeL.org: Michigan eLibrary found one right away and it is headed to my library now! Thanks MeLCat!! You rock!"

"...hospital libraries as well as the academic medical center libraries, do use and promote MeL... the hospital and academic medical center libraries were early adopters of MeL and continue to utilize the product extensively for consumer health, patient education and to support students in health science curriculums."

"We have used the Learning Express part of the MEL.org site in order to help our students see what skills they will need for the jobs they want to have in the future."

"What's not to like? It's available 24/7 and free. Okay I know it's paid for with some of everyone's tax money, but it's a great return on my investment."

"MeL has been an invaluable resource for our family over the past decade. The books we've borrowed through MeL have contributed immensely to the rich learning environment in our home school. MeL has enabled our entire family to research special interests and enjoy many classic books which are no longer in print. In these economically lean years, MeL assists local libraries in disseminating knowledge to low- to mid-level-income families who could not otherwise access books. MeL is a tremendous blessing to our family! A Michigan without MeL would be truly desolate."

"This morning a young lady came in and needed books about small business planning. We don't have updated references for this, but the MEL Database has one entire section on Small Business Resource Center. She was amazed to see that she could do her entire business plan right from this MEL site!!"